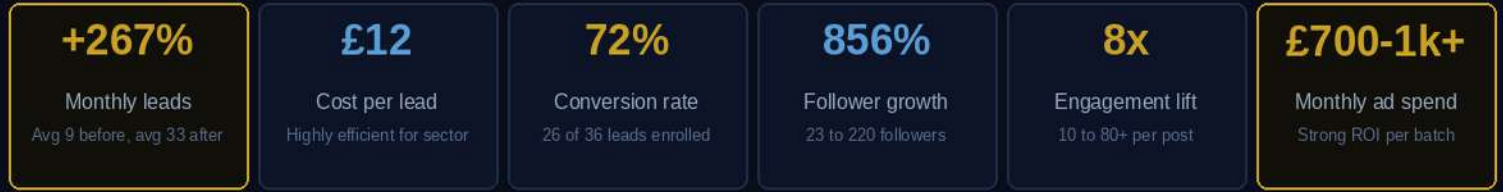




From 9 Leads a Month to 33. A Security Academy Rebuilt for Growth.

Full-funnel Meta advertising, AI automation and creative content that tripled lead volume and nearly doubled monthly revenue for a London and Gravesend-based security training academy.

KEY RESULTS



THE CHALLENGE

- Almost no structured digital presence across any platform
- Just 7 to 11 enquiries per month, word of mouth only
- No paid ads, no content strategy, no lead nurturing
- Competitive London market for SIA and security careers

WHAT WE BUILT

- Meta ad campaigns targeting career-seekers in London and Gravesend
- Content calendar with reels, carousels and branded poster creatives
- AI-powered automation: instant DMs, CRM and follow-up sequences
- Optimised landing pages converting ad traffic into enquiries

PERFORMANCE SNAPSHOT



Conversion Rate



Follower Growth



Lead Growth

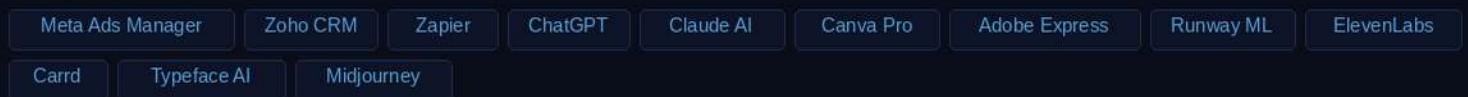
£4,640

Estimated revenue per batch
16 students x avg £290 per student
One batch per week, scaled over campaign

Batch frequency doubled

Admissions scaled from 1 weekly batch to multiple cohorts running consistently. New students enrolled at a pace that previously took months to achieve. Monthly revenue nearly doubled over the campaign period.

TOOLS AND AI STACK



CREATIVE MIX



"Majoris went from inconsistent word-of-mouth enquiries to a predictable, scalable admissions pipeline. AI-assisted content, targeted paid campaigns and automated lead nurturing scaled batch frequency and nearly doubled monthly revenue over the campaign period."